

Communications and Community Outreach Committee

February 4, 2013
Minutes

In Attendance: Odile Brunetto, Luis Martinez, Jerry Morenoff, Charles Kauffman, Mona Negm, Reuben Rosenfeld, Barbara Mulitz

1. The December minutes were approved and seconded.

2. Activity Update:

A. Patrick Lacefield Meeting. On January 31, 2013 Judy Welles, Odile Brunetto and Barbara Mulitz met with Patrick Lacefield to discuss the need for printed materials and the importance of county branding, specifically the need for branded county materials mailed directly to seniors when they turn 65. Patrick Lacefield when advised of the Stakeholders meeting suggested the possibility of taping the event. Pending confirmation, he will speak to the entire COA on February 28. Discussion also included the new county website and the need to make the senior resource line more visible, as well as reposition the information about the COA. Mr. Lacefield seemed interested in the "Welcome to a Community for a Lifetime" packet/letter as well as seeking funding for branded and printed materials.

B. Meeting with Steve Silverman. The meeting with Steve Silverman is scheduled for February 8 to discuss the summer study project—Economic Value of Older Adults. Jerry suggested a full time person to address and promote the economic value of older adults. The COA will discuss possible recommendations before going forward.

C. Town Hall Forum. The second town hall forum was held at the Gaithersburg Upcounty Senior Center and hosted by Grace Whipple. Reuben Rosenfeld, Barbara Mulitz (COA) and Carol Smith and Betty (Senior ResourceLine) This is the second part of the pilot project. Different information has been received from each event. The question still remains as to how to alert older adults and their families about the available services. Recommendations: 1. Continue the project and widen the locations; open up opportunity to volunteers from the entire COA.

D. Mona Negm has started a senior center program for multi ethnic, multi cultural communities at a facility on New Hampshire Avenue in Wheaton.

Outreach is challenging, but Mona is building an email list and actively promoting the program.

4. Seniors Today: In February the show will feature: Beth Shapiro (older dating) Parker Hamilton (libraries) and Judy Welles (COA and Senior Agenda). The current schedule for March is Secretary Lawlah, Mark Shriver and Esther Newman (Leadership Montgomery)

The meeting adjourned at 11:00am.

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